

# In fact

*For The Millions Who Want a Free Press*

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George Seldes, Editor

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## Bathroom Caesar

CHURCHILL in addition to calling Sawdust Caesar Mussolini "a lackey and a serf" also said the Duce was "the merest utensil of his master's (Hitler's) will."

The term "merest utensil" is Shakespearean, Elizabethan; it dates from pre-plumbing times; the type of utensil exists today only in homes without running water.

## State Dep't Fascists (Con't)

FROM our first issue May 1940 we have exposed our State Dep't Fascists, naming departmental heads, ambassadors, ministers, high functionaries as pro-Mussolini, pro-Hitler, pro-Franco, pro-Japanese. Some are Coughlinites, others belong to millionaire families with financial interests in Fascism, others just admire the anti-liberal anti-labor policies of Fascist leaders.

Now scores of newspapers which refused to criticize State Dep't when it betrayed Loyalist Spain, sent oil and iron to Japan, helped Franco, encouraged our bankers' loans to Mussolini, and sided with every reactionary party in Latin America and against every popular front or liberal movement, are outraged by State Dep't action against DeGaulle seizure of St Pierre and Miquelon.

Jay Allen, who has denounced pro-Fascist gov't officials, said at Town Hall of the Air (WJZ Jan 1, 9.30 pm) that it is not surprising that they are appeasing "clerico-fascist Petain" since they have appeased every Fascist; if there is a good real-politik reason for appeasement, "then let it be done by men in our State Dep't who have no previous record of Fascism. . . . We all applaud Russia today, but there are no communists in our State Dep't; let's get rid of our Fascists."

Incidentally, when an audience member began a question with this phrase, "In spite of our appeasers in the State Dep't," Moderator George Denny shut him up, saying this kind of talk was "below the belt."

## Far Eastern Experts

SOME time ago a column lauding Wm J Baxter as a military expert was published by Geo E Sokolsky, of NYSun and other newspapers. IN FACT last week listed Baxter under heading "Pro-Japanese," said "Baxter, ex-pres Silk Research Bureau, has spread pro-Jap publicity."

NYSun is placing large ads for Sokolsky as Far Eastern expert. Among his accomplishments listed is "Editor, Far Eastern Review, Shanghai." On July 3, 1935 The Nation said Sokolsky worked for this paper which was secretly financed by Japan. LaFollette Commit-

Press Protects \$-a-Year Men Who Sabotaged Defense p 1

Press Corrupted, Public Fooled by Advertising p 2  
by Dr. Colston E Warne of Amherst College, Pres. Consumers Union

Knudsen Hasn't Heard of Roosevelt's Victory Program p 4

WHEN Wm E Humphrey was a member of the Federal Trade Commission, the gov't agency which polices only the worst type of advertising, he said: "The publication of fraudulent advertising costs the American people \$500,000,000 annually."

Rex G. Tugwell, now governor of Puerto Rico, was accused of saying nine-tenths of America's \$2 billion annual advertising budget was a social waste. (He actually said: "Branding, elaborate packaging, inflated claims . . . exaggerated ballyhoo. . . . It is doubtful if nine-tenths of our sales effort and expenses serve any social purpose.")

In peace time a small part of advertising serves to announce and inform; a large part of the two billion dollar industry goes to switch users of one brand to another (a social waste) or to poison the mind and body of the reader or listener (cold cures, laxatives, all medical ads); another part is used for anti-labor, pro-Big Business purposes.

In peacetime department store advertisers keep accidents, strikes, moral turpitude cases affecting them out of the newspapers. (Although NYC papers deny this, all suppressed the report a Miss R, hurt in a car driven by college boys, was the daughter of the head of Stern Bros.)

In peace time all advertising proves is that 99% of the big American press is out for profits, cannot uphold the ethics of journalism, plays the hypocrite by pretending to do so, and is therefore part and parcel of Big Business corruption.

But America is now at war.

Throughout the past 18 months America has been arming to defeat Fascism. In all this time, however, there has been almost no news in the papers that the big corporations refused to expand their plants, that they held up the government for bigger and better contracts and profits, that they refused to start new industries, and that all in all they sabotaged the national defense program.

## Tolan Committee Hearings Suppressed

Big Business, the \$-a-year man who represent it, are coincidentally the biggest advertisers in that same American press which has kept silent while the tanks and planes which should have saved the Philippines, were not being manufactured.

As IN FACT reported last week, the arch-Hitlerite Charles Coughlin in Social Justice actually encouraged the newspapers to insist the auto industry produce pleasure cars rather than tanks and planes, so that their advertising revenue would continue.

On every occasion that Leon Henderson—New Dealer who opposed the Knudsens and other economic royalists in government—produced a defense plan he was attacked in the newspapers or rebaited by Martin Dies, agents of the business interests.

When the Tolan Committee produced sensational testimony on the failure of the war defense program, the press suppressed or buried a few lines of the story. ("It spent a dollar where the Dies Comm spent 10, and has had a stick of space on an inside page when the Dies Comm has had headlines"—NRepublic, Dec 29.) The Tolan Comm reported the failure of the largest auto corporations (GM, Chrysler, Ford) to convert plants to war work. GM, it stated, would have only 23% of its men on war orders by the end of 1942, only 9% by June. Ford expects 22% of war work before 1943, only 7% by Sept 1942. To print this news would have meant naming two of the largest millionaire advertisers in the nation. Naturally the press placed profits ahead of patriotism and most papers said nothing. The suppression of the most important non-military news in America was so bad the auto unions (CIO) put a big ad in the same venal newspapers (Jan 5) quoting Tolan report.

But the most venal action as usual was left for the Hearst press. Hearst,



running 19 newspapers in 18 big cities, also magazines, including one devoted to motoring, suppressed the news about the failure of the auto companies to do war work. When, recently, Knudsen was being accused of production failure, the Hearst press came out with news stories and editorials defending the OPM director ("PLOT TO SMEAR KNUDSEN"—NY Mirror).

Naturally newsweekly Time (which belongs to Henry Luce's Time-Fortune-Life combination of big business anti-labor publications, one of America's greatest bulwarks of advertising) did not protest Knudsenism. It said: "Despite the bungling and confusion, the US gave birth to a new industry in 1941. The tooling-up phase, as Knudsen had described it, in 1940, was over; as he promised it would, production began." (Jan 5, p 58)

Around New Year many big newspapers published their annual business and financial review, a section devoted largely to what the advertising profession knows as "blackmail." Corporations such as Bethlehem Steel, US Steel, which sell tanks, manufacture ships and bridges, have nothing to sell to consumers, are held up for "good-will" page ads. College professor economists in the pay of Nat'l Ass'n of Manufacturers supply some of the reading matter.

NYTimes Jan 2 special edition was headlined "INDUSTRY AND FINANCE ENLIST FOR DURATION." Truth is labor enlisted even before Pearl Harbor, industry and finance are still fighting for profits. Nothing was said in Times story about labor until last paragraph front page which said: "Labor disputes have repeatedly impeded American preparation for war." An inside story was headed "ALL HELP IN WAR PLEDGED BY ALCOA." It boosted Mellon's Aluminum trust, said nothing about aluminum deals with Hitler, aluminum's failure to supply US plane industry, one of 1940's major scandals. Another big story boosted Jesse Jones, the man who sabotaged aluminum, rubber and other war preparations programs. This is the kind of news the Times gives Big Business in repayment for its good-will ads.

These are a few of the facts on the general subject of Big Business sabotage of defense and how advertisers' pressure on the press kept the scandal hidden.

## PRESS CORRUPTED, PUBLIC FOOLED BY ADVERTISING

BY COLSTON E WARNE

(Professor of Economics, Amherst; President, Consumers Union)

*(After a protest to Columbia Broadcasting System that all radio stations were being used by advertising corporations to spread controversial propaganda throughout America, CBS granted 13 minutes for the following rebuttal. Newspapers never give real consumers organizations space if advertising is criticized.)*

FOR years, American radio broadcasts have been punctuated on the quarter-hour by resonant and insincere bleatings on behalf of alkalizers, cigarettes, soaps, and beauty lotions.

I confess I am sick of it and believe I voice the conviction of other harassed citizens in frequently wishing to choke these intruders who pant excitedly about roads to romance and the superlative quality of mouth washes.

People today have just one complaint. They no longer believe the bulk of the ads they read and hear. Whether over the air or in print, advertising has been so discredited by abuse that even a school boy chants "Oh yeah" when he hears lavish language paraded on behalf of a mediocre breakfast food or is asked to supply a boxtop and a 15 word falsified endorsement in order to win an airplane prize.

Advertisers can talk until doomsday about how their craft lowers the cost of living and fosters the American way of life. Until they eliminate the heavy loading of half-truths and nonsense from their ads, we just won't believe them. And we are going to organize our own independent and democratic consumer organizations to find the truth about commodities. Moreover, in a war period, we are going to thunder loudly about their waste of essential resources.

We as consumers are not opposed to advertising as such. Like fire, much depends on how it is used. Advertising could be employed to furnish an accurate, straightforward, non-repetitious and significant message. But is it so used? Much of it seems today a continuous whine about how all life, love, and success depends on toothpaste, dress fasteners, antiseptics, or rye whiskey. The advertiser's neighborhood consists of gossiping housewives who discuss tattle-tale gray or Mr Jones' personal daintiness.

Indeed, for a good many years advertising has been a blending of downright lies, slippery superlatives, pseudo-science and irrelevant appeals. The more honest leaders of the industry have repeatedly sought to check its excesses by self-regulation and by cooperation with federal authorities. Yet its basic insincerity has persisted and has caused consumers to call down a plague on its house.

Our indictment of current advertising practice, as I see it, runs something as follows. We feel that advertising has, by its frequent abuse, 1) stressed inconsequential values; 2) brought a false perspective as to the merit of products, often bewildering rather than informing; 3) lowered the ethical standards by insincerity in its appeals; 4) corrupted and distorted the press; 5) wasted much good timber and chemicals and spoiled much landscape and radio enjoyment; 6) blocked the speedy use of correct medication; 7) created many parental problems by abominable radio programs for children (I speak with feeling about this.); 8) turned our society into one dominated by style, fashion, "keeping up with the Jones"; 9) retarded the growth of thrift by emphasizing immediate

tee, investigating violations of rights of labor, exposed Sokolsky as secretly in pay of National Ass'n of Manufacturers which committee exposed as leading anti-democratic organization in America.

IN FACT's list of paid American Japanese agents (Dec 22) came from our State Dep't. It is official. Don Bate, Warkwick, NY, writes: "On July 28 I severed all relations whatsoever between the Japanese and me. I notified the State Dep't. . . . I have neither seen nor have been in communication with any Japanese since that date." Bate writes an indignant, threatening letter, saying that while employed by Japanese Chamber of Commerce for 3½ years he worked for peace. But the Japanese were the same type of Fascist during those 3½ years as they were on Dec 7, 1941.

## Bridges Beats Baiters

NYDNews, Dec 29, had sensational story headlined "5TH COLUMN IN HAWAII PUTS HOOVER ON SPOT." News writer John O'Donnell charged J Edgar Hoover with failure to smash Japanese espionage in Hawaii.

Walter Winchell, now tied with Charlie McCarthy for first place on radio, denied Hoover is to blame. Winchell, however, attacked Harry Bridges, West Coast labor leader, for issuing a request to labor to watch for 5th columnists and report sabotage, espionage, etc, to labor unions, not FBI. Winchell is displeased. Facts are: Bridges in 1939 and 1940 sent FBI espionage data, naming Nazi spies in airplane plants, giving facts of airplane sabotage resulting in death to pilots. Bridges charges FBI agents then came to California to attack CIO, not to get the Nazi agents. Naturally Bridges distrusts FBI today.

Last Monday Bridges was cleared of charge of subversive activities. This ends the falsehood of Dies Committee, perjurers found by FBI and redbaiting California American Legion.

## Boake Carter Snipes

BOAKE CARTER, who was driven off the air several years ago by labor's protests (IN FACT, Oct 27, 1941) is continuing his anti-labor tactics. In his Dec 30 broadcast over WOR Carter referred to a stoppage in the die department of the Ford River Rouge plant, and accused the men of smoking cigars, pipes, and cigarettes while at work. He wanted to know how a man can run a machine with tobacco smoke in his eyes. He also declared that the men went on strike. IN FACT has received from J G Couser, of Ford Local 600 UAW, the following wire:

"The facts are the company pulled the main power switches and would not allow the men to work on this vital defense job. They worked by the light of their own flashlights. The management discharged two committeemen for telling the men to remain at their machines. The men never had and did not ask to smoke at their machines. They do ask a 5-minute rest period, at 8.30 am and pm and 2.30 am and pm on 10-hour shifts, between lunch periods, to smoke in lunchrooms."

A shop committee went to the three Detroit papers, Couser says, but the News was the only one to send a reporter; the Free Press and Times refused. The Detroit Times declared on Dec 30 that the Army had "settled the strike" which the Army officers denied



the following day in the News. The Times nevertheless repeated practically the same story Dec 31.

Major George Strong, Army Air Corps procurement officer, was quoted in the Detroit News: "Richard T. Leonard (Ford UAW-CIO director) deserves credit for being entirely fair in this matter and taking an absolutely patriotic attitude. He helped iron the matter out."

The workers had had an agreement on the 5-minute rest periods.

Wires of protest have been sent to Carter, his sponsor, the Land o' Lakes Creamery, the Federal Communications Commission, and to President Roosevelt, denouncing Carter's sniping at labor.

### Native Fascist at Work

ONE of the most-often exposed native Fascists is George W. Christians, who calls himself commander-in-chief of the Crusader White Shirts, yet Christians is still active. He has had the impudence to send IN FACT his current outpouring, which consists of a list of questions addressed to his following "designed to finish the demoralization and disintegration of the existing order and create a Reign of Terror."

Among the questions Christians circulates through the mail are such as these:

"Do Germany, Italy and Japan have the right to FIGHT for FREEDOM from OUR Economic Strangulation?"

"Are we fighting to make Roosevelt the Dictator of the World?"

In addition Christians urges rioting and lynching, shooting and hanging of everyone he doesn't like. He adds a private note to IN FACT's editor: "I'll see you in New York SOON, with WHAT IT TAKES, that is, unless you have already left for parts unknown." Unprintable references to President Roosevelt appear on another of Christians' sheets.

IN FACT has taken steps to draw Christians' activities to the attention of the authorities.

### Rubber and Oil

JAPANESE official announcement (Jan 3) claims British oil wells at Sarawak were only slightly damaged, all again in operation; also that Malayan rubber plantations were not destroyed by British. Were Malayan tin mines destroyed?

Moscow newspaper Pravda's criticism of declaring Manila an open city and not defending it as Madrid, Tobruk and Leningrad were defended by Spaniards, British, Russians respectively, is denounced by Scripps-Howard notorious redbaiting pro-Finnish writer Simms.

Also Ralph Ingersoll, of PM, who ought to know better, comments (Jan 1): "And God grant we can keep their enemies, the Japanese and the Germans, so occupied that they, the Russians, will never feel the full weight of Fascist

expenditure; and 10) advertising has fostered monopoly through its large scale use by only a few financially-favored companies.

These opinions are not alone mine. They represent the attitude of millions of Americans who resent being pestered to death by advertising twaddle. We realize that on occasion ads are valuable and that advertising furnishes revenue for the radio and press. But we would gladly pay in one lump sum the true cost of keeping good programs on the air and having news if we could be spared the bother of wading knee-deep in questionable ads wherever we go. We might feel differently about this if we were able to detect any distinct connection between the amount of advertising of a product and its quality. But we do not.

Let me review briefly a few of the highlights of Consumers Union's findings about quality in some highly advertising lines. We have discovered (and you can check this in your own home) that in a true blindfold test, covering leading brands of cigarettes, the usual smoker cannot detect his own favorite brand and he cannot tell the difference between 10 and 15¢ brands. We raise therefore the question as to whether most of the extra nickel spent for national advertised cigarettes is not the wasted result of brand preference established through heavy advertising.

Consumers Union has also accented the opinion of medical authorities that all so-called cold cures sold by high pressure advertising are frauds and that laxatives are valueless for the treatment of colds. Furthermore we question whether the ordinary person has any great need for dosing with vitamin tablets or following the advertisers' advice and getting vitamins through coughdrops or skin cream. Dietary problems should be solved by impartial medical advice, not by shouted claims.

Consumers Union has repeatedly pointed out that high priced cosmetics, cold creams, lotions, toothpastes are primarily compounded out of advertising. Most of them are safe but they are distinctly not best buys.

If you ever want to observe the depths which advertising has plumbed, you should note the "cease-and-desist" orders issued by the badly overworked Federal Trade Commission. Their docket has 1300 cases to be heard and covers only the more flagrant instances of advertising abuse; still in recent years they have bagged hundreds of leading companies for making false advertising claims. These cease-and-desist orders of the Federal Trade Commission are not printed in the daily papers (that would be indiscreet) and I confess I have never heard one over the air. (You might write your favorite station, asking why). I had culled for this broadcast a few typical Federal Trade Commission cease-and-desist orders and stipulations, orders which involved leading companies and I hoped to read that list. Unfortunately, the counsel for the Columbia Broadcasting System insists that I should not mention on this broadcast the names of the offending companies and their offenses due to the possible liability of the broadcasting system. Though I disagree with this policy, I must in courtesy comply. If you wish information concerning companies on the Federal Trade Commission dishonor roll, write them at Washington or address Consumers Union at New York City. From the record it is clear that in many fields the American consumer has often been the unwilling victim of gross deceit and undue pressure. Not a few companies are playing fox-and-geese with the Federal Trade Commission and concoct a new set of advertising miracles for their product, once the first claims are stopped.

Until recently, there wasn't much that could be done about advertising abuses. Consumers were to be treated as fish to be pulled out of the stream, with only a few game laws limiting the type of bait to be employed. In self defense, consumers discovered that there was no reason why they should not organize. Today we have a vigorous and expanding consumer movement over America. The advertisers have themselves to blame for the extent and depth of consumer resentment. More than a half-million Americans, we estimate, read the two publications, Consumers Union Reports and Bread and Butter.

Consumer committees have also been launched by leading women's organizations. The federal government has recognized the growing trend by establishing consumer divisions in the Office of Price Administration and the Department of Agriculture, as well as by expanding the work of older bureaus.

### Must Stop Ad Waste to Win War

In recent months, hundreds of consumer groups have sprung up as people have felt the pinch of rising prices and the need for federal price control. Every day, letters come into the NY office of Consumers Union asking us for technical buying information as well as for assistance in framing local consumer programs. Through our publication, Bread and Butter, we urge consumer bodies to cooperate with state and local defense councils. We are furthermore asking for the extension of federal standards and specifications so that American energy will not be drained from the war effort to the production of millions of unstandardized gadgets.

Our consumer movement has been persistently boycotted by press and radio. We have been scoffed at on occasion as the creature of Moscow and the underminer of American institutions. Out on the Pacific Coast a blacklist of proscribed consumer books has been prepared in Hitler-style, and advertising clubs have sought to eliminate these from the schools. Heavily financed advertising campaigns now woo the consumers, asserting that America's \$2 billion a year advertising burden is almost costless to consumers. Such organizations as Consumers Union are even denied the right to advertising in leading newspapers and magazines. The consumer division in Washington, now launching an excellent program for furthering National Defense, is caustically criticized by leading advertising organs as opposing free enterprise. In substance the effort seems to be to blacken those who wish consumers to organize and to secure their money's worth.

What Consumers Union has been hammering away at is one straightforward idea—namely that advertising claims should be checked by laboratory findings of

### Are You Moving?

Notifying IN FACT directly rather than the Post Office brings best results. Cut out your name and address from the front page, write your NEW address on it and mail to us with 5¢.

On all correspondence dealing with your subscription, it is essential that you cut out and enclose your name and address from the front page.

Back copies of IN FACT prior to No. 60 are no longer available.



consumer and governmental organizations and that consumers should be given comparative test rating of branded merchandise as a purchasing aid. We have yet to see any advertising copy for mechanical refrigerators which will give the prospective buyer a notion as to which refrigerator will best serve him. Every company states that its article is superlative. In contrast, Consumers Union tests refrigerators (and hundreds of other products) under normal conditions of use and renders a verdict as to relative efficiency of the several brands.

Let me, by way of summary, indicate to the advertising fraternity our judgment (and I believe your judgment) as to their industry.

(1) Consumers want legislation that will eliminate worthless and injurious merchandise from the market as well as false and misleading advertising. They want grade-labeling and control of standards. They want legislative action to minimize high-pressure competitive advertising which, though short of misleading, spoils radio enjoyment, reading pleasure or scenic beauty.

(2) Consumers want an impartial check on the quality of the goods. They want to know what service a product will render. Since they have been often misled by partisan advertising they will trust as aids to their judgment only those agencies, governmental, professional, or consumer-controlled, that have no profit interest in selling them goods.

(3) In a war period consumers have a right to expect that industries will be adjusted to the central purpose of winning the war. This must mean the elimination of untruthful and superfluous advertising. It is absurd for a government to ask people to save waste paper only to have the bulk of paper used in emotional ballyhoo. We raise the question as to whether America can tolerate the sacrifice of tons of printers ink and thousands of trees used in advertising articles already short on the market.

Consumers must organize.

## KNUDSEN HASN'T HEARD OF VICTORY PROGRAM

**A** LARMING confirmation of the fact Big Business, notably the automobile industry, has sabotaged the American defense and anti-Fascist war program—news which deals with the second largest industry advertising in the newspapers and which therefore appeared only in free, independent weeklies and perhaps 3 or 4 of America's 2000 dailies—can be found in the Wall Street Journal.

Not headlined, but printed in the middle of a column of relatively unimportant notes, appear the following paragraphs (Dec 26):

"First steps to swell munitions output have been small, slow, unimportant. . . . Office of Production Management (OPM) has yet to get tough, seize the necessary materials, machines, force out the contracts. New Dealers want an all-inclusive ministry of supply. Army, Navy, OPM cling to status quo.

"War agencies still lack a goal. *'There is no victory program,' Knudsen tells his aids.* Roosevelt-Churchill must supply it."

On the very same day Federated Press reported from Washington: "Virtual sabotage of the administration's Victory Program of production . . . from the business-as-usual sources represented by OPM director . . . Knudsen. The 'victory program' was launched in October (1941) and called for a total expenditure of about \$170,000,000,000. . . . Roosevelt gave the green light to the 'victory program.'" (More details, IN FACT Jan 5, p 2.)

In announcing the \$50 billion (half the national income) war program Dec 30, President Roosevelt said that up to Dec 7 this country had what was called an "all-out" or a "victory" production program.—NYTimes Dec 31 p 1, 9.

Previously Mr Knudsen had said that a fifty billion program for America was "impossible." And 19 days after Roosevelt said the nation had a victory program Knudsen said there wasn't one.

Moreover, labor unions had asked OPM to adopt their victory programs (Reuther, Murray, Thomas and Bridges plans) from June 1940 to date; none was accepted. Not much publicity was given them. Moreover, in the course of the past 6 months when charges ranging from inefficiency to sabotage were made against the representatives of General Motors, US Steel, Aluminum Corp, DuPonts and others who were supposed to direct the defense or war or victory program, the commercial press, which lives on the advertising of these and similar corporations, generally suppressed the story.

strength as England once had to bear it." England was murderously bombed, but Russia was invaded by six or eight million German, Rumanian and Finnish troops, PLUS the Nazi airforce. And Ingersoll himself in his PM articles testified to the heroism of Russia's resistance to the "full weight of Fascist strength."

## IN FACT in the Army

EX-NEWSPAPERMAN, now a private in air corps, Lowry Field, Denver, writes: "Liberal-minded, pro-labor, social-conscious soldiers like myself, have commented favorably on IN FACT. Keep up the good work, gentlemen, and lead the way for the people; your followers are legion."

One of our Winter Soldiers, Bert Decker of Clark's Summit, Pa, writes: "I am enlisting to fight Fascism abroad; you stay here and fight American Fascism. Give 'em the works."

Nathan Safren of Buffalo writes: "My brother Louis Safren is now a corporal in the army of our country. I consider it an honor and privilege to renew his subscription to a truly American newsletter, the bulwark of a Free Press."

Milton Miller, Brooklyn, writes: "By the time you receive this letter I expect to be a member of the US Army, doing my bit to make this world a safe place in which to live. . . . Whether in the Far East, Europe or Africa, it will be comforting to know those behind the lines are keeping up the fight. I feel that IN FACT is doing a notable share in the fight for truth and justice."

## Art for Victory

MANY of the artists who contributed to "Winter Soldiers," the book which exposed the conspiracy against liberal schoolteachers, have produced a Victory Calendar of 16 lithographs. Rockwell Kent leads off for January. Gropper, Young, Gellert, Gottlieb, others contribute. Published by United American Artists Workshop, 33 E 20, NYC.

## Real Dollar a Year Man

NATHANIAL ROSS insists on being the first subscriber to IN FACT at new rate, \$1 for 52 issues. He sent in his sub Dec 13. Ross wins by a day or 2. But many others did likewise.

## Huge Accident Toll

DEMONSTRATING the tremendous toll of accidents among workers, the Nat'l Safety Council said Dec 10 that the production time, 340,000,000 man-days lost through accidents in the US for the first nine months of 1941 was enough to build 20 battleships, 200 destroyers and 1,000 heavy bombers.

## Proof!

As we go to press, renewals and new subscriptions continue to pour in and if we can't get around fast enough to extending your subscription—you'll understand why. A large proportion of new subscribers are coming in at the new rate, proof that "It's a small price for the truth." Although we're all pretty tired from the enormous amount of work required to handle the landslide business—we don't mind it at all—just keep the subs rolling in. Certainly among your friends, neighbors, relatives there is someone who should be reading IN FACT—get him to sign up now! If only every other one of our subscribers would take a little time off to get the subscription blank on this page filled we'll reach our goal, a quarter million in 1942.

"If only every other one of our subscribers get this sub form filled out—we'll reach our goal."

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